

Neighborhood Link Train-The Trainer



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Neighborhood Link Training

1. Introduction:

- *Class time: 6 – 8:30 p.m.*
 - *One hour program overview of the site's features and access coordinator instructions for creating and posting information.*
 - *One hour for attendees to practice navigating the site and creating information with access permissions (personal passwords set up during pre- registration or through temporary user names provided by the session's trainer).*
 - *10 minute break.*
- *Attendee access permissions during the practice session will be determined individually using the following criteria. He/she is a:*
 - 1) *Member of a suburban city, thus provided a temporary user name and password for practice during the session (suburban city sites are solely set-up by Neighborhood Link's home office).*
 - 2) *Member of a neighborhood association and has already created a user name and password, and has received a confirmation number.*
 - 3) *Member of a neighborhood association without a user name, password and confirmation number, therefore assigned a temporary user name and password during the practice session;*
 - 4) *Member of a not-for-profits. Once registered as a community member, user should be able to start creating a not-for-profit site.*

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1. Introduction: Cont'd

- *Each attendee has a different level of computer proficiency as well as experience on the site. Therefore, attendees are to be encourage not to get too far ahead of the others during the first hour of the class because one might miss a piece of information or at least a general understanding of initial set up permissions that may result in future errors and frustrations.*



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2. A common denominator in vital communities and strong civic-based not-for-profit organizations is communication

- *Strong communication – Neighborhood Link, newsletters, general membership meetings, etc.*

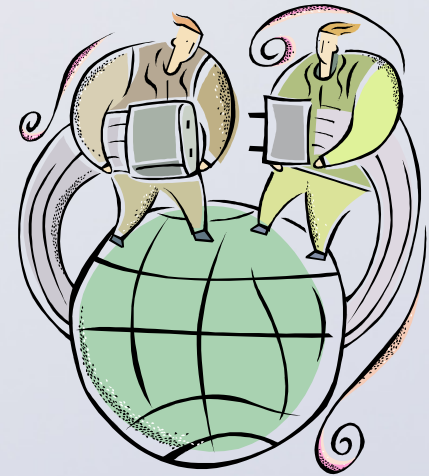


- *Benefits – Increase visibility, boost membership and extend outreach.*

Neighborhood Link Training

What is Neighborhood Link?

- Internet-based community network.
 - Free, interactive website for suburban cities, neighborhood and homeowner associations and not-for profit groups.
 - Two-way communication channel between associations and residents (target audience), and neighborhoods with local governments.
 - Internet site that anyone with access to the Internet can set up without requiring any special computer program or programming skills.
 - Initially aAvailable to Louisville Metro residents (then City of Louisville) in 2001, this was the first time Neighborhood Link technology was used in Kentucky.



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Where is Neighborhood Link?



- *Neighborhood Link, Denver, Colorado –*

info@neighborhoodlink.com

- *Louisville Metro Department of Neighborhoods –*

kellyp.long@loukymetro.org;

lisa.franklingray@loukymetro.org;

kyle.sawyer-dailey@loukymetro.org



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Principle feature – websites for suburban cities, neighborhood/homeowners associations, and clubs and organization.

- *Suburban cities are independent entities that have defined geographical boundaries. Locations can be searched according to city, zip and neighborhood.*
- *Neighborhood/homeowners associations have specific geographical boundaries. Locations can be searched by city and zip code (note: neighborhood watch groups and resident councils best fit within this category).*
- *Clubs and organizations are not-for-profit groups, generally not defined by specific boundary or zip codes. Therefore, sites can be searched by city but not by zip codes.*



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Can I post commercial information on Neighborhood Link sites?

- Neighborhood Link members (individuals that have registered with a user name and password) can access the “Free Classifieds” section of the site. Its use is similar to Bargain Mart, although not meant for general commercial use.

What are the types of access for users?

- There are three types of applications for member and non-member use, as follows:
 - Not signed in - just view site.
 - Signed in with user name and password – community members that interact within the site.
 - Coordinator access - members that have permission to work behind the scenes in inputting and updating information for respective sites.

Why do I need to register?

- Only users who have registered (signed-in) and become neighborhood link community members can:
 1. post events; 2. discussions; 3. personal home pages.



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There is a difference between registering to become a community member and setting up a site. One must become a community member in order to create a site.

How do I register as a Neighborhood Link Community Member?

- 1) *Navigate to www.neighborhoodlink.com.*
- 2) *Go to any Neighborhood Link neighborhood, organization or town home page.*
- 3) *Click on "Please Sign In."*
- 4) *Select "Click HERE for our brief registration."*
- 5) *Confirm user age as 13 years of age or older.*
- 6) *Fill out all required information and submit through the "Click ONCE to register" button.*
- 7) *Hit the "Click Here to Sign In" button.*
- 8) *See the "Sign In to Neighborhood Link" option that comes up.*
- 9) *Type your user name, password then click the "Sign In" button.*
- 10) *Retrieve your confirmation number from your email.*
- 11) *Enter your confirmation number and click the "Submit" button.*



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How do I start up my free neighborhood/city website?

- Suburban city sites must be set up directly through neighborhood link's home office. One must email neighborhood link at info@neighborhoodlink.com with the city's name then city, state, zip code and city council members.
- Neighborhood/homeowners association sites can be set up through either emailing Neighborhood Link at info@neighborhoodlink.com or your Louisville Metro NL contact with the association's name, boundaries, city, state and zip code.
- In addition to the aforementioned information, one must provided:
 - 1) His/her contact information
 - 2) If one already has a NL user name?
 - 3) If he/she already has a NL site?
 - 4) If one wants NL to set up a brand new site?
 - 5) His/her message.



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*How do I start up my free Club and Organization Web site?
(Note: Must be signed in to set-up site)*

- 1) Go to www.neighborhoodlink.com/org
- 2) See “All Neighborhood Link Cities Clubs & Organizations.”
- 3) Click on “Sign Up Your Organization.”
- 4) Input community member information and sign-in, if needed.
- 5) Click on “Put Your Organization on the Web.”
- 6) Select your city, see the “Sign Up Your Club” page, then complete instructions:
 - Organization name and description;
 - “No New Members?” box – Members have the ability to post discussions, add events, create member web pages; .
 - “Create Your Club’s Web Address
- 7) Hit the “Select a Category” button and choose up to three sub-categories that your group will be listed under during general searches .
- 8) Complete by selecting the “Finish Registration” button.
- 9) See the “Manage Your Web Site” page that comes up.



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Creating and Updating Information

- *Web Site Basics (Area of site, managing the permissions):*
 - 1) *Basic neighborhood association information - Physical boundaries (the only thing that matters is that the typed characters will fit in the space).*
 - 2) *Zip codes within your neighborhood association boundaries (five digit input and deletion).*
 - 3) *Manage coordinators – Add coordinators, they must currently be registered as community members.*
- *Neighborhood Information (More specific information about the area & association):*
 - 1) *About your association – Who are its members, what is the group's function, what are some of its goals, etc. Additionally, it has hotlinks.*
 - 2) *Neighborhood association contacts – The title can be changed by the association through the “Create or Edit Your Contact Page Name and Opening Paragraph” option within this link.*
 - 3) *Neighborhood schools – Elementary, middle, high, parochial, secondary, etc.*
 - 4) *About (the neighborhood)*
 - 5) *Neighborhood association newsletter (input can be performed through copy and paste).*
 - 6) *Meet your neighbors – Only the person (user name and password) that created this page can make changes to the page. If it is a commercial site or resident has moved, it then can be deleted in its entirety.*

Additionally, a “Become A Member” link will show up as soon as the coordinator adds one's contact information (including email address) to the Neighborhood Contacts page and checks the box on that form which says “Receive Emails from your neighbors. . .”

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Creating and Updating Information (cont'd)

- *Interactive Area (Time sensitive events and general issues):*
 - 1) *Community calendar – Information is posted until midnight on the night the event is scheduled then automatically removed.*
 - 2). *Talk about it – Submissions can be delete but not edit. A specific user cannot be block although user names could be shown so one could not act like a different person. Additionally, this option could be temporary or permanently. Information remains posted until the coordinator removes.*
- *Local government - Metro government and/or suburban city representatives.*
- *Community pages & hotlinks (Specific topics and areas of interest):*
 - 1) *Add-a-page – (Note: Any personal directories should not be posted with permissions. NL will soon offer password protections for such options, such as directors to prevent identity theft).*
 - 2) *Add-a-PDF (note: new feature)*
 - 3) *Add-a-Link*
 - 4) *Add-a-Fax*
 - 5) *Site hit report for entire site, home page, community calendar, discussion area and newsletter.*



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Club and Contact Information: Category Descriptions

- 1) *Basic club information – Provides general information on the club.*
- 2) *Club categories – Selects up to three categories that a club could be located during general searches.*
- 3) *Club coordinators and members – All of these users must be community members.*
- 4) *Calendar – Available to anyone who has signed up through the “Join Us” page, although only the site coordinator has the ability to delete, but not edit, any events that are considered inappropriate. All events will be automatically deleted midnight of the day of the event or 30 days after posting.*
- 5) *Discussion area – Provides a forum for discussion, while postings cannot be edited.*
- 6) *Club newsletter – Creates a means through which articles can easily be created by copy and paste functions. Additionally, an image can be added with each article.*
- 7) *Our pages – Option best used when dedicated to specific topics, such as fundraiser, volunteer opportunities, or an event. Look at FAQ section for parameter of files.*
- 8) *Our hotlinks*

See wonderful example : www.neighborhoodlink.com/org/calvary



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Additional Technical Questions:

- *Is Neighborhood Link able to translate information into other languages? The site's template is only available in English. Posting information in other languages, such as Spanish, could be possible through cut and paste functions.*
- *How many pages of text can be posted on each page? Each page's file size is able to post up to 10 pages of text.*
- *Is the site virus protected? No. Most viruses are from email attachments or through website banner ads. The only banners on Neighborhood Link are text ads from Google so it isn't likely that one's site would be infected, although this doesn't suggest anything about links to other sites which are not NL ones.*
- *How do I go about posting photographs? Email Neighborhood Link at info@neighborhoodlink.com*
- *Can a site coordinator turn off the Google ads? No. Since the availability of Neighborhood Link is based on a one-time fee by then the City of Louisville these ads are Neighborhood Links attempt to generate additional revenue. The Google server is based on content – there is no control on which ones come up.*
- *Can my association have its own domain name? NL offers individual domain names at \$19.95 per year. Please call 1-888-241-0123 ext. 117 to record information and set-up billing procedures.*

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Upcoming and new features:

- *Add-a-PDF link - Anyone who has access to the Add-a-Page or Newsletter features (full coordinators all do) can use this to post PDF files on the site.*
- *Redesigning efforts - Neighborhood Link's redesigning effort is going forward very slowly and they hope to have something new, other than the PDF link, sometime around Spring 2006.. One of the things that will be addressed in that redesign is a database application that will cure the speed issues we have sometimes with pages loading.*

